

What is claimed is:

1. A device for use in establishing social interaction on a computer network; said device comprising:

display means for displaying a message, including information on how to contact a first person on the computer network;

activation means operable by the first person for selectively activating said display means in order to direct said message to the attention of a second person identified by the first person to be of interest for subsequent social interaction; and

wherein the second person can see the first person, obtain the information, and subsequently contact the first person via the computer network in order to establish electronic communication between the first person and the second person.

2. The device as recited in claim 1 further comprising:

means for supporting said device on an automobile.

3. The device as recited in claim 2 wherein said activation means is operable by the first person while the first person is driving the automobile.

4. The device as recited in claim 1 further comprising:

means for supporting said device within an automobile so that said display means is viewable from an exterior of the automobile through the windows of the automobile.

5. The device as recited in claim 4 wherein said activation means is operable by the first person while the first person is driving the automobile.

6. The device as recited in claim 5 wherein said display means includes illumination means for illuminating said message, said illumination means being operable between an on condition and an off condition.

7. The device as recited in claim 6 wherein said activation means is structured and disposed for operating said illumination means between said on and off conditions.

8. The device as recited in claim 7 wherein said display means is structured and disposed for customizing and changing said message, and wherein said information of said message may include the first person's e-mail address.

9. The device as recited in claim 8 wherein said information includes the first person's Internet screen name.

10. A method for establishing social interaction on a computer network comprising the steps of:

providing a device to a first person, wherein said device includes means operable by the first person for selectively displaying a message containing information identifying how to contact the first person on the computer network;

providing means for allowing the first person to selectively operate the device to direct said message to the attention of a second person selected by the first person;

allowing the second person to see the first person and obtain the information;

and

allowing the second person to selectively contact the first person via the computer network to establish electronic communication between the first person and the second person.

11. The method as recited in claim 10 further comprising the step of:

carrying said device in an automobile so that said message is viewable from an exterior of the automobile through the windows of the automobile.

12. The method as recited in claim 11 further comprising the step of:

displaying a message containing the first person's e-mail address.

13. The method as recited in claim 12 wherein said step of displaying further includes the step of:

requesting the second person to contact the first person at the displayed e-mail address.

14. A method for establishing social interaction on a computer network comprising the steps of:

carrying a device in an automobile, wherein said device includes display means for displaying a message, and further wherein said display means is operable between an on condition to make said message viewable and an off condition so that said message is not viewable;

gaining the attention of a person exterior of the automobile;

activating said display means to said on condition so that said message is viewable to the person exterior of the automobile;

displaying information in said message inviting the person exterior of the automobile to contact an occupant of the automobile on the computer network;

displaying information explaining how to contact the occupant of the automobile on the computer network; and

allowing the person exterior of the automobile to selectively contact the occupant of the automobile via the computer network to establish electronic communication between the occupant of the automobile and the person exterior of the automobile.